

THE THIRTIETH LEGISLATURE
APPLICATION FOR GRANTS
CHAPTER 42F, HAWAII REVISED STATUTES

Type of Grant Request:

Operating Capital

Legal Name of Requesting Organization or Individual: Db: _____
Haliimaile Pineapple Company, Ltd. Maui Gold Pineapple Company

Amount of State Funds Requested: \$ 100,000

Brief Description of Request (Please attach word document to back of page if extra space is needed):
Haliimaile Pineapple Company (HPC) has an urgent need to install game fence to mitigate extreme crop damage from Axis deer and feral pigs. We have approx. 350 acres actively growing Maui Gold Pineapples in Upcountry Maui, capable of producing over 200 tons/month of fruit - but losses due to Axis deer have been between \$1M - \$2M/annually for the last 2-3 years. HPC is requesting \$100,000 in GIA funds to assist with the cost of Phase 1 of a 3-phase fencing project, which will total 30,367 of linear feet of Game and Ranch fencing. The cost of the full project is estimated at \$549,965.

Amount of Other Funds Available:
State: \$ _____
Federal: \$ _____
County: \$ _____
Private/Other: \$ 449,965

Total amount of State Grants Received in the Past 5 Fiscal Years: _____
\$ 0
Unrestricted Assets: _____
\$ 0

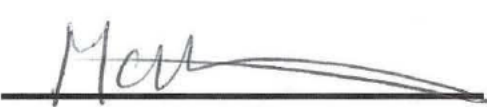
New Service (Presently Does Not Exist): Existing Service (Presently in Operation):

Type of Business Entity:
 501(C)(3) Non Profit Corporation
 Other Non Profit
 Other

Mailing Address:
872 Haliimaile Rd
City: Makawao State: HI Zip: 96768

Contact Person for Matters Involving this Application	
Name: Rudy Balala	Title: General Manager
Email: rbalala@pineapplemaui.com	Phone: 808-871-0330

Federal Tax ID#: ██████████	State Tax ID# ██████████
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Mary Britton, Vice President of Operations
1/20/23

Authorized Signature Name and Title Date Signed

Application for Grants

If any item is not applicable to the request, the applicant should enter "not applicable".

I. Certification – Please attach immediately after cover page

1. Certificate of Good Standing (If the Applicant is an Organization)

If the applicant is an organization, the applicant shall submit one (1) copy of a certificate of good standing from the Director of Commerce and Consumer Affairs that is dated no earlier than December 1, 2022.

Please see the attached Certificate.

2. Declaration Statement

The applicant shall submit a declaration statement affirming its compliance with [Section 42F-103, Hawaii Revised Statutes](#).

Please see the attached Declaration.

3. Public Purpose

The applicant shall specify whether the grant will be used for a public purpose pursuant to [Section 42F-102, Hawaii Revised Statutes](#).

Please see the attached Statement.

II. Background and Summary

This section shall clearly and concisely summarize and highlight the contents of the request in such a way as to provide the State Legislature with a broad understanding of the request. Please include the following:

1. A brief description of the applicant's background;

Haliimaile Pineapple Company (HPC) has operated the Maui Gold pineapple farm in Upcountry Maui since Maui Land & Pineapple Company (MLP) shut down its century-old pineapple plantation in 2009. In 2010, former MLP employees created HPC, which was acquired by a mainland company called the LeVecke Corporation in 2018. Most recently, a locally owned/operated business, Maui Pineapple Tour LLC acquired HPC on January 1, 2023.

2. *The goals and objectives related to the request;*

The goals and objectives related to this request are quite urgent and relate to installing fencing to prevent crop damage from Axis deer and feral pigs. The fencing project will be done in 3 main phases, the order of which was determined by assessing which fields have the highest priority and most urgent need of mitigation efforts.

Specifically, this request's objective is to install about 8,700 linear feet of Game and Ranch fencing in Phase 1 (out of a total of 30,067 linear feet needed for the full project).

Phase 1 is broken down into 1,270 linear feet of Ranch Fence (up to 6 feet in height) and 7,429 linear feet of Game Fence (8-10 feet in height) installed around the 5 highest priority fields in active pineapple cultivation. After these high-priority fields are secured, we will move into Phases 2 and 3 the project. Phases 2 and 3 will include the installation of an additional 8,512 and 13,156 linear feet of fencing, respectively.

Over the past 2-3 years, HPC has been inundated and devastated by herds of Axis deer coming into the farmland and destroying (eating and trampling) acres upon acres of planted crops. This issue, also exacerbated by the region's "historic drought", has resulted in \$1M-\$2M in losses per year.

Rather than investing in mitigation solutions (such as game fencing), this economic loss over several years led the LeVeckes Corporation's decision to shut down the farm altogether if another owner could not be found. Maui Pineapple Tours LLC acquired the farm on January 1, 2023 and is urgently implementing a multi-pronged approach in stemming losses to Axis deer and feral pig impacts, and stabilizing the agricultural harvest of Maui Gold pineapple.

3. *The public purpose and need to be served;*

Unfortunately, if the farm isn't able to prevent future damage from Axis deer and continues to lose crops at a rate consistent to the last 2-3 years, HPC *will* have to shut down as these economic losses are simply not financially viable from a business sense.

If the farm shuts down, the Maui community loses the only major grower (currently capable of producing over 200 tons of harvestable fruit every month) of the iconic Maui Gold pineapple. Although the direct sales of fruit averages around \$3M-\$4M annually, pineapple is an economic generator for more than just the farm. Many local businesses use Maui Gold pineapples (or juice) in their own products and services (such as MauiWine in Ulupalakua) or benefit from the farm anchoring the small Haliimaile community (such as the Haliimaile General Store restaurant).

Similarly, Maui Pineapple Tours is reliant on the farm operating normally, bringing in more than 41,000 visitors and tourists annually to learn about how pineapples grow and how the farm operations, as well as experience tasting fresh-cut Maui Gold directly in the field. These visitors often say that this is the best pineapple they've ever tasted. Participants are then much more likely to become long-term repeat customers of Maui Gold pineapple (often getting pineapples shipped to the mainland), as well as more likely to become consumers of other locally made products that incorporate Maui Gold pineapples. Interest in Agritourism is only expected to increase over the next few decades, and it benefits the Maui community to have diverse and unique options to offer visitors.

Closing the farm wouldn't just mean that the Maui community loses an additional 77 local, good-paying jobs tied to agriculture, it would mean the community loses an iconic and unique local agricultural product that is intertwined with Maui's culture and history for over a century. Maui Gold is famously one of the most delicious varieties of pineapple in the world, and many local people are exceptionally fond of the fruit and many businesses proudly use Maui Gold pineapples in their restaurants and products.

It would be incredibly unfortunate to lose such an important agricultural product due to the lack of investment in high-impact, common-sense mitigation efforts such as fencing. HPC is now using a multi-prong approach including applying for HDOA's emergency loans for Axis deer impacts in Maui County, and working with the USDA's APHIS Wildlife Services Hawaii – but the need for grant assistance remains, especially during this first year of new ownership.

HPC is estimating that the full fencing project for all 30,067 linear feet will cost \$549,965. MCP is requesting assistance with \$100,000 via this grant request, or 18% of the total project's cost.

4. *Describe the target population to be served; and*

The target population to be served are all local consumers and businesses who enjoy and have pride in the history, uniqueness and high-quality of Maui Gold variety of pineapple. Pineapple is an iconic symbol of Hawaii, but Maui Gold pineapple is iconic of Maui.

5. Describe the geographic coverage.

The main geographic area that would benefit would be Maui County, although Maui Gold pineapples are shipped nationally and have a world-wide appreciation.

III. Service Summary and Outcomes

The Service Summary shall include a detailed discussion of the applicant's approach to the request. The applicant shall clearly and concisely specify the results, outcomes, and measures of effectiveness from this request. The applicant shall:

1. *Describe the scope of work, tasks and responsibilities;*

HPC will oversee the hiring of a General Contractor who specializes in Land Clearing and Game Fence installation. This contractor will be responsible for installing the appropriate fence around the specified agricultural fields in 3 Phases. Phase 1 will include the installation of 8,700 linear feet of fencing, Phase 2 will include the installation of 8,512 linear feet of fencing, and Phase 3 will include the installation of 17,211 linear feet of fencing.

2. *Provide a projected annual timeline for accomplishing the results or outcomes of the service;*

Phase 1 of the fencing project is the most urgent portion and is expected to be completed in Q1. Depending on funding secured, we are hoping that Phase 2 will be completed by Q2, land clearing and for Phase 3 will begin in Q3 and the entire project completed by Q4.

3. *Describe its quality assurance and evaluation plans for the request. Specify how the applicant plans to monitor, evaluate, and improve their results; and*

This project is vital for the long-term viability of HPC, so management will be working closely with the Contractor throughout the installation process to ensure the quality of the fencing materials and installation efforts. We will be able to monitor and evaluate effectiveness by observing additional crop damage, fence damage, or herds of deer.

4. *List the measure(s) of effectiveness that will be reported to the State agency through which grant funds are appropriated (the expending agency). The measure(s) will provide a standard and objective way for the State to assess the program's achievement or accomplishment. Please note that if the level of appropriation differs from the amount included in this application that the measure(s) of effectiveness will need to be updated and transmitted to the expending agency.*

Measures of effectiveness include the number of linear feet of fencing installed in relationship to the project's timeline, as well as the dollar amount and tonnage of unusable crops due to damage by Axis deer and feral pigs.

IV. Financial

Budget

1. *The applicant shall submit a budget utilizing the enclosed budget forms as applicable, to detail the cost of the request.*
 - a. *Budget request by source of funds (Link)*
 - b. *Personnel salaries and wages (Link)*
 - c. *Equipment and motor vehicles (Link)*
 - d. *Capital project details (Link)*
 - e. *Government contracts, grants, and grants in aid (Link)*

Please see the attached forms.

2. *The applicant shall provide its anticipated quarterly funding requests for the fiscal year 2024.*

Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total Grant
\$25,000	\$25,000	\$25,000	\$25,000	\$100,000

3. *The applicant shall provide a listing of all other sources of funding that they are seeking for fiscal year 2024.*

HPC is applying for the HDOA's emergency loans for Axis deer impacts in Maui County, but at the time of this application the funds remain unsecured.

4. *The applicant shall provide a listing of all state and federal tax credits it has been granted within the prior three years. Additionally, the applicant shall provide a listing of all state and federal tax credits they have applied for or anticipate applying for pertaining to any capital project, if applicable.*

Not Applicable.

5. *The applicant shall provide a listing of all federal, state, and county government contracts, grants, and grants in aid it has been granted within the prior three years and will be receiving for fiscal year 2024 for program funding.*

Not Applicable.

6. *The applicant shall provide the balance of its unrestricted current assets as of December 31, 2022.*

The balance of unrestricted current assets as of December 31, 2022 is \$0 due to HPC's debt to various vendors under previous ownership, that the new owners are trying to work down.

V. Experience and Capability

1. Necessary Skills and Experience

The applicant shall demonstrate that it has the necessary skills, abilities, knowledge of, and experience relating to the request. State your experience and appropriateness for providing the service proposed in this application. The applicant shall also provide a listing of verifiable experience of related projects or contracts for the most recent three years that are pertinent to the request.

For this project, HPC will need to contract with a business specializing in installing Game and Ranch fencing. At this time, we are looking to utilize Vares Contracting, a longtime local General Building and Engineering contractor, with decades of experience specializing in land clearing and fence, deck, commercial and residential construction, among many other types of similar services.

2. Facilities

The applicant shall provide a description of its facilities and demonstrate its adequacy in relation to the request. If facilities are not presently available, describe plans to secure facilities.

HPC operates on 750 acres of farmland in Makawao. Approximately 350 acres are currently being used in active pineapple cultivation.

VI. Personnel: Project Organization and Staffing

1. Proposed Staffing, Staff Qualifications, Supervision and Training

The applicant shall describe the proposed staffing pattern and proposed service capacity appropriate for the viability of the request. The applicant shall provide the qualifications and experience of personnel for the request and shall describe its ability to supervise, train and provide administrative direction relative to the request.

Rodrigo (Rudy) Balala has been working with the farm for about 30 years (since it was owned by Maui Land & Pine), and has been General Manager since 2010. He will oversee the selection and supervision of, a General Contractor for land clearing and fence installation.

2. Organization Chart

The applicant shall illustrate the position of each staff and line of responsibility/supervision. If the request is part of a large, multi-purpose organization, include an organization chart that illustrates the placement of this request.

Please see attached Chart.

3. Compensation

The applicant shall provide an annual salary range paid by the applicant to the three highest paid officers, directors, or employees of the organization by position title, not employee name.

General Manager - \$90,000 - \$110,000

Farm Manager – \$80,000 - \$90,000

Quality Control Manager - \$70,000 - \$80,000

VII. Other

1. Litigation

The applicant shall disclose any pending litigation to which they are a party, including the disclosure of any outstanding judgement. If applicable, please explain.

Not Applicable

2. Licensure or Accreditation

The applicant shall specify any special qualifications, including but not limited to licensure or accreditation that the applicant possesses relevant to this request.

Not Applicable

3. Private Educational Institutions

The applicant shall specify whether the grant will be used to support or benefit a sectarian or non-sectarian private educational institution. Please see [Article X, Section 1, of the State Constitution](#) for the relevance of this question.

Haliimaile Pineapple Company's request will not be used to support or benefit a sectarian or non-sectarian private educational institution.

4. Future Sustainability Plan

The applicant shall provide a plan for sustaining after fiscal year 2023-24 the activity funded by the grant if the grant of this application is:

(a) *Received by the applicant for fiscal year 2023-24, but*

As this project is urgent, we will begin progress immediately upon the funding notice.

(b) *Not received by the applicant thereafter.*

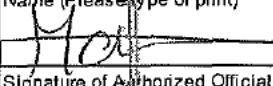
Applicant: Haliimaile Pineapple Company, Ltd.

The installation of this fencing is a one-time project and HPC will utilize our own funds to maintain and repair the fence after fiscal year 2023-2024.

BUDGET REQUEST BY SOURCE OF FUNDS

Period: July 1, 2023 to June 30, 2024

Applicant: Halimaile Pineapple Company, Ltd.

BUDGET CATEGORIES	Total State Funds Requested (a)	Total Federal Funds Requested (b)	Total County Funds Requested (c)	Total Private/Other Funds Requested (d)
A. PERSONNEL COST				
1. Salaries				
2. Payroll Taxes & Assessments				
3. Fringe Benefits				
TOTAL PERSONNEL COST				
B. OTHER CURRENT EXPENSES				
1. Airfare, Inter-Island				
2. Insurance				
3. Lease/Rental of Equipment				
4. Lease/Rental of Space				
5. Staff Training				
6. Supplies				
7. Telecommunication				
8. Utilities				
9. Construction/Fencing Materials for a total installation of 30,367 linear feet	73,211			129,754
10. Contracted Labor (land clearing + \$16/linear foot of completed Fence)	26,789			320,211
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				
TOTAL OTHER CURRENT EXPENSES	100,000			449,965
C. EQUIPMENT PURCHASES				
D. MOTOR VEHICLE PURCHASES				
E. CAPITAL				
TOTAL (A+B+C+D+E)	100,000			449,965
SOURCES OF FUNDING		Budget Prepared By:		
(a) Total State Funds Requested		Max Tomai	808-661-8000	
(b) Total Federal Funds Requested		Name (Please type or print)	Phone	
(c) Total County Funds Requested			1/20/23	
(d) Total Private/Other Funds Requested		Signature of Authorized Official	Date	
TOTAL BUDGET		Mary Britton, Vice President of Operations		
		Name and Title (Please type or print)		

BUDGET JUSTIFICATION - PERSONNEL SALARIES AND WAGES

Period: July 1, 2023 to June 30, 2024

Applicant: Haliimaile Pineapple Company Ltd.

POSITION TITLE	FULL TIME EQUIVALENT	ANNUAL SALARY A	% OF TIME ALLOCATED TO GRANT REQUEST B	TOTAL STATE FUNDS REQUESTED (A x B)
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
TOTAL:				
JUSTIFICATION/COMMENTS: Haliimaile Pineapple Company will not charge Personnel Salaries/Wages expenses to this grant.				

BUDGET JUSTIFICATION - EQUIPMENT AND MOTOR VEHICLES

Period: July 1, 2023 to June 30, 2024

Applicant: Haliimaile Pineapple Company, Ltd.

DESCRIPTION EQUIPMENT	NO. OF ITEMS	COST PER ITEM	TOTAL COST	TOTAL BUDGETED
			\$ -	
			\$ -	
			\$ -	
			\$ -	
			\$ -	
TOTAL:				

JUSTIFICATION/COMMENTS: Haliimaile Pineapple Company will not charge Equipment purchases to this grant.

DESCRIPTION OF MOTOR VEHICLE	NO. OF VEHICLES	COST PER VEHICLE	TOTAL COST	TOTAL BUDGETED
			\$ -	
			\$ -	
			\$ -	
			\$ -	
			\$ -	
TOTAL:				

JUSTIFICATION/COMMENTS: Haliimaile Pineapple Company will not charge Motor Vehicle purchases to this grant.

BUDGET JUSTIFICATION - CAPITAL PROJECT DETAILS

Period: July 1, 2023 to June 30, 2024

Applicant: Haliimaile Pineapple Company, Ltd.

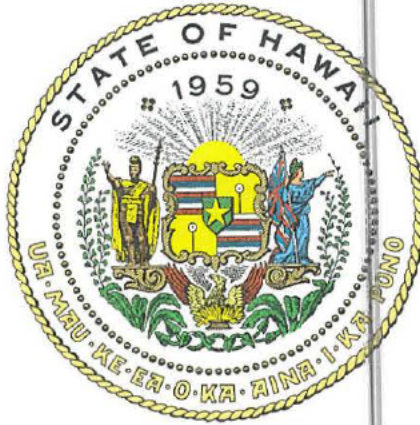
FUNDING AMOUNT REQUESTED						
TOTAL PROJECT COST	ALL SOURCES OF FUNDS RECEIVED IN PRIOR YEARS		STATE FUNDS REQUESTED	OTHER SOURCES OF FUNDS REQUESTED	FUNDING REQUIRED IN SUCCEEDING YEARS	
	FY: 2021-2022	FY: 2022-2023	FY:2023-2024	FY:2023-2024	FY:2024-2025	FY:2025-2026
PLANS						
LAND ACQUISITION						
DESIGN						
CONSTRUCTION	0	0	0	0	0	0
EQUIPMENT						
TOTAL:						
JUSTIFICATION/COMMENTS: N/A - This is not a Capital Project request.						

GOVERNMENT CONTRACTS, GRANTS, AND / OR GRANTS IN AID

Applicant: Haliimaile Pineapple Company, Ltd.

Contracts Total: -

	CONTRACT DESCRIPTION	EFFECTIVE DATES	AGENCY	GOVERNMENT ENTITY (U.S./State/Hawaii/ Honolulu/ Kauai/ Maui County)	CONTRACT VALUE
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
21					
22					
23					
24					
25					
26					
27					



Department of Commerce and Consumer Affairs

CERTIFICATE OF GOOD STANDING

I, the undersigned Director of Commerce and Consumer Affairs of the State of Hawaii, do hereby certify that according to the records of this Department,

HALIIMAILE PINEAPPLE COMPANY, LIMITED

was incorporated under the laws of Hawaii on 12/17/2009 ; and that it is an existing corporation in good standing, and is duly authorized to transact business.



IN WITNESS WHEREOF, I have hereunto set my hand and affixed the seal of the Department of Commerce and Consumer Affairs, at Honolulu, Hawaii.

Dated: January 18, 2023

Director of Commerce and Consumer Affairs



To Whom It May Concern,

Please accept this letter as confirmation that Haliimaile Pineapple Company dba Maui Gold Pineapple Company is in compliance with [Section 42F-103, Hawaii Revised Statutes](#).

Mahalo,

Mary Britton
Vice-President of Operations
Maui Pineapple Company



Phone.
+1 (808) 661-8000



Email.
info@mauigold.com



Address.
872 Haliimaile Road Makawao, Hawaii

**DECLARATION STATEMENT OF
APPLICANTS FOR GRANTS PURSUANT TO
CHAPTER 42F, HAWAII REVISED STATUTES**

The undersigned authorized representative of the applicant certifies the following:

- 1) The applicant meets and will comply with all of the following standards for the award of grants pursuant to Section 42F-103, Hawaii Revised Statutes:
 - a) Is licensed or accredited, in accordance with federal, state, or county statutes, rules, or ordinances, to conduct the activities or provide the services for which a grant is awarded;
 - b) Complies with all applicable federal and state laws prohibiting discrimination against any person on the basis of race, color, national origin, religion, creed, sex, age, sexual orientation, or disability;
 - c) Agrees not to use state funds for entertainment or lobbying activities; and
 - d) Allows the state agency to which funds for the grant were appropriated for expenditure, legislative committees and their staff, and the auditor full access to their records, reports, files, and other related documents and information for purposes of monitoring, measuring the effectiveness, and ensuring the proper expenditure of the grant.
- 2) If the applicant is an organization, the applicant meets the following requirements pursuant to Section 42F-103, Hawaii Revised Statutes:
 - a) Is incorporated under the laws of the State; and
 - b) Has bylaws or policies that describe the manner in which the activities or services for which a grant is awarded shall be conducted or provided; and
- 3) If the applicant is a non-profit organization, it meets the following requirements pursuant to Section 42F-103, Hawaii Revised Statutes:
 - a) Is determined and designated to be a non-profit organization by the Internal Revenue Service; and
 - b) Has a governing board whose members have no material conflict of interest and serve without compensation.
- 4) The use of grant-in-aid funding complies with all provisions of the Constitution of the State of Hawaii (for example, pursuant to Article X, section 1, of the Constitution, the State cannot provide "... public funds ... for the support or benefit of any sectarian or nonsectarian private educational institution...").

Pursuant to Section 42F-103, Hawaii Revised Statutes, for grants used for the acquisition of land, when the organization discontinues the activities or services on the land acquired for which the grant was awarded and disposes of the land in fee simple or by lease, the organization shall negotiate with the expending agency for a lump sum or installment repayment to the State of the amount of the grant used for the acquisition of the land.

Further, the undersigned authorized representative certifies that this statement is true and correct to the best of the applicant's knowledge.

Haliimaile Pineapple Company, Ltd.
(Typed Name of Individual or Organization)

Md 1/20/23
(Signature) (Date)

Mary Britton VP operations
(Typed Name) (Title)



To Whom It May Concern,

Please accept this letter as confirmation that Haliimaile Pineapple Company dba Maui Gold Pineapple Company will use grant funds for a public purpose pursuant to [Section 42F-102, Hawaii Revised Statutes](#).

Mahalo,

Mary Britton
Vice-President of Operations
Maui Pineapple Company



Phone.
+1 (808) 661-8000



Email.
info@mauigold.com



Address.
872 Haliimaile Road Makawao, Hawaii

